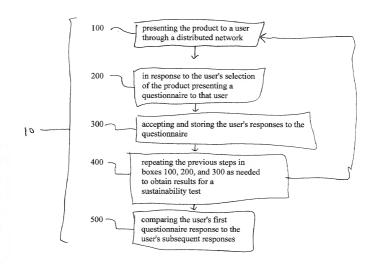
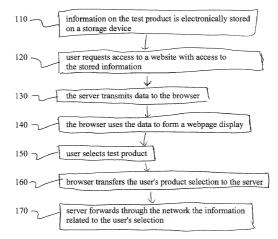
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FIG. 1



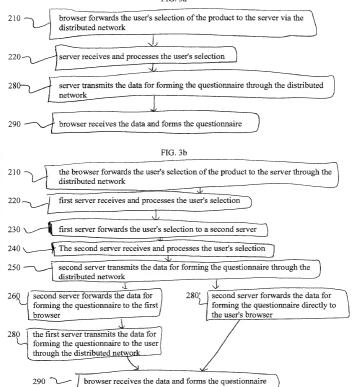
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Sheet 2 of 5
Sheet 2 of 5

FIG. 2



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Sheet 3 of 5
Sheet 3 of 5

FIG. 3a



Your responses are confidential.

DEMOGRAPHIC SURVEY

USE THE FOLLOWING SCALE FOR D. - H.

2. Eat at least once a week or more
3. Eaten at least once in the last month
4. Eaten at least once in the last (2) two months Eat at least once a day

5. Eaten at least once in the last (3) three months 6. Eaten at least once in the last (6) six months 7. Eaten more than 6 months ago or never

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Sheet 4 of 5

(such as potato chips, tortilla chips, corn chips, prezzels, cheese puffs, How often do you eat Salty Snacks? popoorn) [use above scale 1-7] ď

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E. How often do you eat Sweet Snacks ? (such as candy, cookies, sweet baked goods) [use above scale 1-7]

(such as flavored crackers, graham crackers, sandwich crackers, multi-grain or wheat crackers) [use above scale 1-7] F. How often do you eat Snack Crackers ?

How often do you eat Potato Chips ?

Ö

[use above scale 1-7]

(Tostitos, Doritos, Mission, Santitas OR other brands) How often do you eat Flavored Tortilla Chips ? [use above scale 1-7]

* We appreciate your participation. * THANK YOU!

NSTRUCTIONS:

Enterthe number of your answer, to the

following questions,

A. When was the last time you participated in a taste test?

Please indicate your gender. m

Longer than the last 6 months Within the last 4-6 months

Within the last 3 months

2 Female Male

Please indicate your age group.

Ö

Less than 13 years 13 - 17 years 18 - 25 years 26 - 35 years

36 - 55 years 56 - 65 years Over 65 years 90' William Richard DYER
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Sheet 5 of 5

FIG. 5

